



CQ gears up to celebrate Tourism Week

As the Capricorn Region prepares to host this year's Central Queensland and Southern Great Barrier Reef Tourism Awards, they've also decided to go one step further and host the regions first ever 'Tourism Week'. The Regional Tourism Awards and Tourism Week incorporates Gladstone, Bundaberg & Capricorn Regions and this year will run from the 24th – 27th of September, culminating with the Tourism Awards Gala Dinner on the 27th.

Tourism week will address a number of current topics that relate to the Tourism Industry today, including a Customer Service Workshop, Local Government Forum, Tourism Ideas Exchange running over two days with 'Business Development' and 'Marketing' sessions available, Tourism Golf Challenge, Community BBQ and of course the Gala Dinner and Awards Presentation.

"Tourism Week has been geared around bringing it back to basics and not to lecture our audience [who are the tourism operators across the 3 regions] but to create an environment where they feel comfortable asking questions," said Capricorn Tourism Chairman, Grant Cassidy. "The sessions Business Development & Marketing, from the Tourism Ideas Exchange, will address 5 major topics where a panel of Queensland wide experts will have to opportunity to answer, provide advice and highlight the assistance available in a workshop environment".

Alan Chamberlain, General Manager of Capricorn Tourism said, "We believe by getting back to the 'grass roots' and addressing the basic topics that impact business throughout daily life, will one; increase participation and two; achieve results that will hopefully encourage our tourism operators to go back into their businesses and adopt".

Capricorn Tourism has partnered with Greening Australia for this week long event to work towards making Tourism Week carbon neutral, and supporting the theme of World Tourism Day – Tourism Addressing Climate Change.

For more information about Tourism Week, log onto www.capricorntourism.com.au and follow the prompts.

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For media comment contact:

Alan Chamberlain
General Manager, Capricorn Tourism
PH: 07 4927 2055
Mob: 0403 241 609

For further information:

Krista White
Marketing Executive, Capricorn Tourism
PH: 07 4927 2055
Mob: 0448 441 608